

What is claimed is:

1. A colored article comprising:
a substrate selected from flexible film and retroreflective sheeting and a layer
5 comprising the reaction product of:
a hard polymeric component having an elongation up to about 150%;
a soft component having an elongation ranging from about 200% to about 800%
after cross-linking;
and a cross-linking agent; and
10 an ink on said layer; wherein the article exhibits a xy color shift of less than 0.03 after
300 hours of accelerated weathering according to ASTM G 155 Cycle 1.
2. The article of claim 1 wherein said layer is flexible.
- 15 3. The article of claim 1 wherein said layer is stain resistant.
4. The article of claim 1 wherein said layer exhibits enhanced surface slip.
5. The article of claim 1 wherein the Shore Hardness of the hard component is at least
20 about 40D.
6. The article of claim 1 wherein the Shore Hardness of the hard component is at least
about 70D.
- 25 7. The article of claim 1 wherein the hard component comprising a first polyurethane
polymer, an acrylic polymer, polymeric polyol or mixture thereof and wherein the hard
component has functionality.
8. The article of claim 1 wherein the soft component comprising a second polyurethane
30 polymer having functionality, a polymeric polyol, or mixture thereof.
9. The article of claim 1 wherein the hard component is a polyester polyol.

10. The article of claim 1 wherein the soft component is a polyester polyol.
11. The article of claim 1 wherein the hard component and soft component are thermoplastic.
12. The article of claim 1 wherein the layer further comprises at least one ultraviolet absorber, light stabilizer, and mixtures thereof.
13. The article of claim 1 wherein said layer is transparent.
14. The article of claim 1 wherein said layer ranges in thickness from about 5 microns to about 125 microns.
15. The article of claim 1 further comprising at least one bonding layer disposed between said layer and the substrate.
16. The article of claim 15 wherein the bonding layer comprises at least one colorant.
17. The article of claim 15 wherein the bonding layer comprises at least one ultraviolet absorber, light stabilizer, and mixtures thereof.
18. The article of claim 1 further comprising a color layer.
19. The article of claim 1 wherein the article comprises a fluorescent colorant.
20. A colored article comprising:
a substrate selected from flexible film and retroreflective sheeting and a layer comprising the reaction product of
a hard component having an elongation up to about 150%;
a soft component having an elongation ranging from about 200% to about 600% after cross-linking;

and a cross-linking agent;
wherein said layer is printable and exhibits a xy color shift of less than 0.03 after 300
hours of accelerated weathering according to ASTM G 155 Cycle 1.

- 5 21. The article of claim 20 wherein said layer is flexible.
22. The article of claim 20 wherein said layer is stain resistant.
23. The article of claim 20 wherein said layer exhibits enhanced surface slip.
- 10 24. The article of claim 20 wherein said layer is transparent.
25. The article of claim 20 wherein said layer ranges in thickness from about 5 microns to
about 125 microns.
- 15 26. The article of claim 20 further comprising at least one bonding layer disposed
between said printable layer and the substrate.
27. The article of claim 20 wherein the bonding layer comprises at least one colorant.
- 20 28. The article of claim 20 wherein the bonding layer comprises at least one ultraviolet
absorber, light stabilizer, and mixtures thereof.
29. The article of claim 20 wherein the layer comprises at least one ultraviolet absorber,
25 light stabilizer, and mixtures thereof.
30. The article of claim 20 further comprising a color layer.
31. The article of claim 1 wherein the article comprises a fluorescent colorant.
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